

Audit Period: April 1, 2007 – March 31, 2008

Mid-Atlantic Community Papers Association

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1. Publication Information

Average Net Circulation:	4,768,289 (Print Edition)	
Number of Editions:	Ninety-Two (92)	
Format / Average Page Count:	Broadsheet -	4
	Tabloid -	80
	Digest -	2
	Magazine -	6
Circulation Cycle:	Weekly -	82
	Bi-Weekly -	1
	Monthly -	9
Circulation Day / Time:	Monday -	6
	Tuesday -	5
	Wednesday -	55
	Thursday -	8
	Friday -	2
	Saturday -	7
	Sunday -	9
Year Established:	1955	
Publication Type:	27	Community Newspapers
	60	Shoppers
	5	Other (Parenting, Ethnic or Business)
Content:	Advertising and editorial content varies by publication	
Circulation Paid/Unpaid:	98% Unpaid / 1% Paid / 1% Sponsored	
Primary Delivery Methods:	21% Home Delivery/ 69% Mail/ 10% Controlled Bulk	
Insert Zoning Available:	Yes – Zip Code/ County/ Route/ Zone (varies by publication)	
CVC Member Number:	13-0000	
DMA/MSA:	Varies by publication in the states of Pennsylvania, New York, Ohio, New Jersey, West Virginia, Maryland, Delaware, Virginia and Washington DC	
Audit Funded By:	Mid-Atlantic Community Paper Advertising Network	

2. Rate Card and Mechanical Data

Association rate information is supplied upon request. Classified, display and insert advertising is offered through the Mid-Atlantic Community Paper Advertising Network (MacNet).

3. Contact Information

Executive Director:	Alyse Mitten	(800) 450-7227
President:	Robert Christian	
Vice-President:	Jeff Hayden	
Secretary/Treasurer:	Jan Daye / Karen Hutchison	

4. Circulation Pricing

Mid-Atlantic Community Papers Association member publications are controlled circulation weeklies, bi-weeklies and monthlies without circulation pricing. Annual mail subscription rates vary by publication



5. Audited Circulation, Distribution and Net Press Averages - Print Edition

CVC Account Number: 13-0000		Mid-Atlantic Community Papers Association Hamburg, PA
Audit Period Summary		
Average Net Circulation	(5-H)	4,768,289
Average Gross Distribution	(5-F)	4,777,429
Average Net Press Run	(5-A)	4,821,203
Audit Period Detail		
A. Average Net Press Run		4,821,203
B. Office / File		43,774
C. Controlled Distribution		
1. Home Delivery		978,095
2. Controlled Bulk Delivery / Demand Distribution		472,088
3. Mail		3,290,161
4. Restock & Office Service		28,891
5. Other: Rotational Mail - USPS		5,162
TOTAL AVERAGE CONTROLLED DISTRIBUTION		4,774,397
D. Paid Distribution		
1. Home Delivery		0
2. Single Copy		0
3. Mail		1,782
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE PAID DISTRIBUTION		1,782
E. Sponsored / Voluntary Paid Distribution		
1. Home Delivery		0
2. Single Copy		1,250
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE SPONSORED DISTRIBUTION		1,250
F. Average Gross Distribution		4,777,429
G. Unclaimed / Returns		(9,140)*
H. Average Net Circulation		4,768,289

5A. Audited Circulation By Publication - Print Edition

Organization	City	State	Circulation
District Chronicles	Washington	DC	Non-Participant
The Washington Informer	Washington	DC	19,247
East County Times	Baltimore	MD	44,950
The Baltimore Times	Baltimore	MD	Non-Participant
Maryland Pennysaver -Consolidated	Hanover	MD	1,211,526
New Jersey Marketeer / Shopping & Dining Guide	East Hanover	NJ	359,023
Jersey Job Guide	Long Branch	NJ	Non-Participant
The Villadom Times	Midland Park	NJ	Non-Participant
Cape May County Herald	Rio Grande	NJ	32,172
Today's Shopper	Turnersville	NJ	Non-Participant
Life & Leisure	Wayne	NJ	56,189
Moneysaver Shopping Guide	Bolivar	NY	5,361
Moneysaver Shopping News	Bolivar	NY	8,247

5A. Audited Circulation By Publication - Print Edition (continued)

Organization	City	State	Circulation
Fredonia Pennysaver	Fredonia	NY	18,525
Silver Creek Pennysaver	Fredonia	NY	5,682
The Queens Pennysaver	Ozone Park	NY	8,802
Webster-Ontario-Walworth Pennysaver	Webster	NY	20,339
Rural-Urban Record	Columbia Station	OH	Non-Participant
Columbus Messenger -Eastside Messenger	Columbus	OH	28,221
Columbus Messenger -Madison Messenger	Columbus	OH	14,467
Columbus Messenger -Southeast	Columbus	OH	25,842
Columbus Messenger -Southwest	Columbus	OH	20,696
Columbus Messenger -Westside Messenger	Columbus	OH	33,464
Penny Saver	Covington	OH	Non-Participant
Stillwater Valley Advertiser	Covington	OH	Non-Participant
Central Tuscarawas Bargain Hunter	Millersburg	OH	Non-Participant
Extended Tuscarawas Bargain Hunter	Millersburg	OH	Non-Participant
Holmes Bargain Hunter	Millersburg	OH	Non-Participant
The Holmes County Journal	Millersburg	OH	Non-Participant
The Wayne Bargain Hunter	Millersburg	OH	Non-Participant
Wooster Weekly News	Millersburg	OH	Non-Participant
The Beacon	Port Clinton	OH	13,979
The Post Newspapers - Eastern Medina	Rittman	OH	5,670
The Post Newspapers - Medina	Rittman	OH	19,633
The Post Newspapers - Northeast Wayne	Rittman	OH	9,311
The Post Newspapers - Norton	Rittman	OH	4,836
The Post Newspapers - Wadsworth	Rittman	OH	11,930
The Post Newspapers - Western Wayne/Medina	Rittman	OH	12,586
The Key Shoppers News	Swanton	OH	24,982
Ann Arbor Family Press	Toledo	OH	15,346
Toledo Area Parent News	Toledo	OH	Non-Participant
Toledo City Paper	Toledo	OH	Non-Participant
The Franklin Shopper	Chambersburg	PA	61,337
Penny Power	Coopersburg	PA	71,824
The Shopping News of Lancaster County	Ephrata	PA	37,923
Erie Penny Saver Direct	Erie	PA	79,053
East Penn Valley Merchandiser	Hamburg	PA	40,197
Northern Berks Merchandiser	Hamburg	PA	30,882
Horse Trader	Kittanning	PA	46,393
Courier News Weekly -Consolidated	Lansdale	PA	63,361
About Families	Lebanon	PA	41,939
KAPP -Dauphin/Schuylkill Area Merchandiser	Lebanon	PA	18,581
KAPP -Gettysburg Area Merchandiser	Lebanon	PA	22,823
KAPP -Greater Reading Merchandiser Eastern Edition	Lebanon	PA	30,040
KAPP -Greater Reading Merchandiser Northern Edition	Lebanon	PA	30,109
KAPP -Greater Reading Merchandiser Western Edition	Lebanon	PA	39,097
KAPP -Hampstead/Manchester Area Merchandiser	Lebanon	PA	13,940
KAPP -Hanover Area Merchandiser	Lebanon	PA	37,273
KAPP -Hershey Area Merchandiser	Lebanon	PA	28,008
KAPP -Lebanon Valley Area Merchandiser	Lebanon	PA	37,139
KAPP -Myerstown Area Merchandiser	Lebanon	PA	22,415
KAPP -Northern Adams/York Area Merchandiser	Lebanon	PA	23,258
The Shopper	Middleburg	PA	15,198
Engle -Camp Hill West Shore Shopper	Mount Joy	PA	31,761
Engle -Columbia/Wrightsville Merchandiser	Mount Joy	PA	14,952
Engle -Conestoga Valley/Pequea Valley Penny Saver	Mount Joy	PA	21,753
Engle -Downingtown/Exton/Phoenixville Community Courier	Mount Joy	PA	60,879
Engle -Elizabethtown/Mount Joy Merchandiser	Mount Joy	PA	21,292
Engle -Gap/Oxford Community Courier	Mount Joy	PA	26,727
Engle -Harrisburg East Shore Shopper	Mount Joy	PA	28,636
Engle -Hempfield/Mountville Merchandiser	Mount Joy	PA	17,786



5A. Audited Circulation By Publication - Print Edition (continued)

Organization	City	State	Circulation
Engle -Hershey/Hummelstown/Palmyra Community Courier	Mount Joy	PA	26,202
Engle -Manheim Township Merchandiser	Mount Joy	PA	14,511
Engle -Manheim/Lititz Merchandiser	Mount Joy	PA	22,136
Engle -Mechanicsburg West Shore Shopper	Mount Joy	PA	36,385
Engle -Middletown Shopper	Mount Joy	PA	10,632
Engle -Millersville Advertiser	Mount Joy	PA	17,061
Engle -Morgantown/Honey Brook Community Courier	Mount Joy	PA	15,369
Engle -New Holland Pennysaver	Mount Joy	PA	13,125
Engle -Quarryville Advertiser	Mount Joy	PA	11,841
Engle -Willow Street Strasburg Advertiser	Mount Joy	PA	10,235
Engle -York Community Courier East Edition	Mount Joy	PA	38,675
Engle -York Community Courier South Edition	Mount Joy	PA	26,710
Engle -York Community Courier West Edition	Mount Joy	PA	37,690
The Village View	Mountainhome	PA	8,975
Weekly Bargain Bulletin	New Castle	PA	20,630
Upper Perk Shoppers Guide	Pennsburg	PA	Non-Participant
South Philadelphia Review	Philadelphia	PA	63,400
Southwest Philadelphia Review	Philadelphia	PA	16,150
The Weekly Press	Philadelphia	PA	14,573
University City Review	Philadelphia	PA	14,580
Pennysaver - Consolidated	Pittsburgh	PA	795,966
Movin' Out	Slippery Rock	PA	67,671
The Ad Bargain	Smithmill	PA	19,064
Webb Weekly	South Williamsport	PA	54,120
Bargain Sheet	State College	PA	31,752
Mulligan's Town & Country Shopper - N. Wayne County Zone 5	Tunkhannock	PA	16,257
Mulligan's Town & Country Shopper - Pike County Zone 6	Tunkhannock	PA	21,339
Mulligan's Town & Country Shopper - S. Wayne County Zone 7	Tunkhannock	PA	14,050
Mulligan's Back Mountain PennySaver - Luzerne County Zone 4	Tunkhannock	PA	17,044
Mulligan's PennySaver - Wyoming County Zone 1	Tunkhannock	PA	19,557
Mulligan's Shopper - Lackauanna County Zone 3	Tunkhannock	PA	18,681
Mulligan's Shopping Guide - Susquehanna County Zone 2	Tunkhannock	PA	25,286
Delaware County Magazine	Upper Darby	PA	122,055
El Hispano	Upper Darby	PA	11,982
Journal -Mountaintop	White Haven	PA	3,344
Journal Valley News	White Haven	PA	7,504
The Journal of the Pocono Plateau	White Haven	PA	11,854
Buyer's Guide	Martinsburg	WV	46,281
TOTAL			4,768,289

6A. Audited Average Website Reporting

	Audit Period Average
Unique Visitors	See Individual Member Reports
Page Views	See Individual Member Reports
Hits	See Individual Member Reports

6B. Audited Online Edition Reporting

	Audit Period Average
Total Online Edition Circulation	See Individual Member Reports
Unique Online Edition Circulation	See Individual Member Reports

7. Explanatory

PARAGRAPH FIVE AUDIT

PERIOD SUMMARY

AVERAGE NET CIRCULATION: See audit period detail (H).

AVERAGE GROSS DISTRIBUTION: See audit period detail (F).

NET PRESS RUN: See audit period detail (A).

AUDIT PERIOD DETAIL

- A. 1. NET PRESS RUN: Average net press run during the audit period indicated. The net press run average does not include press waste, or start-up copies.
- B. 1. OFFICE / FILE: Undistributed editions maintained by the publisher for office purposes. Office / File editions do not qualify as controlled, paid, or sponsored distribution.
- C. CONTROLLED DISTRIBUTION (NON-PAID): Editions distributed by the publisher free of charge.
1. HOME DELIVERY: Editions delivered by private carrier to single family residences, and/or multi-family residences, and/or businesses.
2. CONTROLLED BULK / DEMAND DISTRIBUTION: Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers. Subject to paragraph 5E returns.
3. MAIL: Editions delivered by United States Postal Service mail to single family residences, and/or multi-family residences, and/or businesses.
4. RESTOCK / OFFICE SERVICE: Editions maintained and distributed by the publisher for restock of newsracks, newsstands, area retail businesses, office deliveries, and advertising purposes during the edition cycle. Subject to paragraph 5E returns.
5. OTHER: Editions delivered by United States Postal Service mail to single family residences, and/or multi-family residences, and/or businesses on a rotational basis.
- D. PAID DISTRIBUTION: Editions distributed by the publisher through paid subscription or other monetary exchange with individual readers.
1. HOME DELIVERY: Editions distributed by private carrier to paid subscribers in single family residences, and/or multi-family residences, and/or businesses.
2. SINGLE COPY: Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers. Subject to paragraph 5E returns.
3. MAIL: Editions delivered by United States Postal Service mail to paid subscribers in single family residences, and/or multi-family residences, and/or businesses.
4. RESTOCK / OFFICE SERVICE: Editions maintained and distributed by the publisher for restock of newsracks, newsstands, area retail businesses, office deliveries, and advertising purposes during the edition cycle. Subject to paragraph 5E returns.
- E. SPONSORED / VOLUNTARY PAID DISTRIBUTION: Editions distributed by the publisher that are sponsored by a third party monetary exchange.
1. HOME DELIVERY: Editions delivered by private carrier to sponsored subscribers in single family residences, and/or multi-family residences, and/or businesses.
2. SINGLE COPY: Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers on a voluntary pay basis. Subject to paragraph 5E returns.
3. MAIL: Editions delivered by United States Postal Service mail to sponsored subscribers in single family residences, and/or multi-family residences, and/or businesses.
4. RESTOCK / OFFICE SERVICE: Editions maintained and distributed by the publisher for restock of voluntary or sponsored newsracks, newsstands, area retail businesses, office deliveries, and advertising purposes during the edition cycle. Subject to paragraph 5E returns.
- F. 1. AVERAGE GROSS DISTRIBUTION: Average gross distribution for the audit period indicated. (Total of controlled distribution (A), paid distribution (B), and sponsored distribution (C)).
- G. 1. UNCLAIMED / RETURNS: Distributed editions returned to the publisher unsold and/or unclaimed during the edition cycle *(See paragraph 12 for CVC return/unclaimed confirmation.)
- H. 1. AVERAGE NET CIRCULATION: Average net circulation for the audit period indicated. (Total of controlled distribution (C), paid distribution (D), and sponsored distribution (E) minus unclaimed / return (G)).

PARAGRAPH SIX (A)

UNIQUE VISITORS: A unique visitor to a website where the user registers or where the user is identified or marked by a cookie, IP address, or other ID that is attached to the browser within the defined cycle. Limitations apply to the measurement of unique visitors. Please see CVC Rules & Regulations for further information.

PAGE VIEWS: The transmittal of a full page contained within the website to the user's browser.

HITS: The successful transmission of a file contained within a web-page. A single web-page can consist of multiple files which are counted as a hit as the page is downloaded.

PARAGRAPH SIX (B)

TOTAL ONLINE EDITION READERS: Registered and/or non-registered users who open and read one or more pages of the online edition during the edition cycle.

UNIQUE ONLINE EDITION READERS: Registered users who have supplied CVC verification information to validate the online edition reader is not a duplicated print edition reader.

8. Average Print Circulation History

YEAR	CIRCULATION	AUDIT SOURCE	Q1	Q2	Q3	Q4
04/01/07-03/31/08	4,768,289	CVC	See individual publication report			
01/01/06-03/31/07	5,140,851	CVC	See individual publication report			
01/01/04-12/31/05	4,931,222	CVC	See individual publication report			
01/01/02-12/31/03	4,471,026	CVC	See individual publication report			
07/01/01-12/31/01	3,175,292	CVC	See individual publication report			

9. Distribution by Zip Code – (See Printed or CD insert)

10. Distribution by County – (See Printed or CD insert)



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11. Verification of Receivership & Readership

Controlled Home Delivery and Mail Distribution

The Circulation Verification Council interviewed 23,587 residents in the primary market areas indicated in paragraph nine. The purpose was to identify the number of residents who indicate they receive the publication on a regular basis, and further identify the number of residents who read or look through the publication. The interviews took place throughout the audit period between the hours of 5:30 PM-8:30 PM and 10:00 AM-2:00 PM. All respondents identified themselves as 18 or older.

1. Mid-Atlantic Community Papers Association publications are distributed regularly in your area. Do you receive Mid-Atlantic Community Papers Association publications on a regular basis?
2. (If response to #1 was YES) Do you or someone in your household regularly read or look through Mid-Atlantic Community Papers Association publication?

CVC interviews indicate that 22,658 of 23,587 households or 96.1% indicated they receive Mid-Atlantic Community Papers Association publication on a regular basis.

CVC interviews indicate that 17,469 of 22,658 or 77.1% indicate they regularly read or look through Mid-Atlantic Community Papers Association publication.

*Households reporting stop delivery requests were excluded from the survey.

The Circulation Verification Council estimates that all the information in this text box has a minimum accuracy level of +/-2.5%.

12. Verification of Distribution

Controlled Bulk / Demand Distribution

The Circulation Verification Council interviewed and/or visited controlled bulk/demand distribution locations chosen randomly from the publication's delivery list. The purpose was to identify the number of locations who indicate they receive the publication on a regular basis, and further verify the number of publications distributed at the beginning of the edition cycle, and the number of editions left unclaimed by readers at the end of the edition cycle.

CVC interviews indicate that 99% of reported controlled bulk drop locations indicated they received the Mid-Atlantic Community Papers Association publication on a regular basis.

CVC interviews indicate that less than 6% of the Mid-Atlantic Community Papers Association publication's controlled bulk distributed editions are returned to the publisher unclaimed after the edition cycle.

13. Paid Reporting Analysis

HOME DELIVERY	Basic Rates: Varies by publication
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	0
Over 75% of basic rate	0
Over 50% of basic rate	0
Under 50% of basic rate	0
MAIL	Basic Rates: Varies by publication
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	1,782
Over 75% of basic rate	0
Over 50% of basic rate	0
Under 50% of basic rate	0
SINGLE COPY	COVER PRICE: Varies by publication
	AVERAGE WHOLESALE RATE: Varies by publication

14. Council Audit Statement

Circulation Verification Council (CVC) reviewed the printing, distribution, circulation, and general business records of this publication for the purpose of compiling this information. The review was completed using Council audit procedures considered necessary under the circumstances of the audit in compliance with CVC Rules and Requirements. In our opinion, this report fairly and accurately represents the publication's printing, distribution, and circulation for the period indicated.



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The current status of this report expires June 30, 2009.

If this report is presented after June 30, 2009 please call the toll-free number listed below.

Mid-Atlantic Community Paper Association – Hamburg, PA – 13-0000 Supplemental Readership Study

The Circulation Verification Council interviewed 23,587 residents in the primary market areas indicated in publication's CVC audit report. The purpose was to identify the number of residents who indicate they receive the publication on a regular basis, identify the number of residents who read or look through the publication, and gather readership study information useful for advertising purchase decisions. Market statistics estimates appearing in CVC reports are obtained from EASI Software. The population studied consisted of adults age 18 and over, living in households within the survey area. Within this area, each household and each adult within the household had a known (or "non-zero") probability of being selected for the sample. Interviews were conducted solely with pre-designated respondents and no substitutions were permitted. The verification and readership study took place throughout the audit cycle between the hours of 5:30 PM and 8:30 PM and 10:00 AM and 2:00 PM. Initial interview attempts were spread evenly across all survey days (i.e., Tuesday through Saturday). A minimum of 250 completed interviews is required with no more than one interview per household. Interview Procedures: To ensure the highest degree of comparability and to facilitate the auditing process, a standard, consistent, specified list of interview questions was asked. Interviews were conducted by CVC with supervision, interview training, and monitoring capabilities. Interviews were conducted over a minimum period of four weeks to minimize the impact of weather and/or special events. Every effort was made to ensure that interviews were assigned randomly by day and that an approximately equal number of interviews were completed on each interviewing day. Where appropriate, data was balanced and/or weighted by ZIP code using up-to-date known demographics: gender, age, number of adults in household and ethnicity in those cases where one minority comprised no less than ten percent of the total population. Non-responses to any single question were eliminated from the survey. In all cases, at least six attempts were made to contact all pre-designated respondents. The telephone rang a minimum of six times each time a number was dialed before the attempt was classified as a "no answer." Each number was dialed at different times and, as necessary, on different days. Every effort was made to surmount language, cultural, behavioral and other barriers to a successful interview; and to the extent feasible, callbacks were scheduled on a random basis. At least one callback attempt per respondent was made on a weekend. During the interview process, no questions were asked prior to the publication readership question, with the exception of a qualifying question designed to determine the ZIP code of recipient residence; and a general warm-up call explanation designed to put the respondent at ease. Warm-up questions did not include any reference to the publication itself or the nature of the study. This study followed recommended guidelines developed in part from the Advertising Research Foundation (ARF) readership guidelines. Survey totals may not equal 100% due to rounding. The Circulation Verification Council estimates that all the information in this survey has a maximum error margin of +/-2.5 at the 95% confidence level. *X Survey respondents were interviewed during the verification of home delivery and mail distribution. X Survey respondents reported reading a minimum of two of the last four issues through single copy, controlled bulk, or pass along distribution.

• **Average readers per edition during the audit period: 1.841**

*Readership estimates compiled from 2008 CVC circulation & readership study data.

1. The (appropriate MACPA publication) is distributed regularly in your area. Does your household regularly receive (appropriate MACPA publication)?

YES	22,658	96.1%
NO	929	3.9%

2. Do you or someone in your household regularly read or look through the (appropriate MACPA publication)?

YES	17,469	77.1%
NO	5,189	22.9%

3. Do you frequently purchase products or services from ads seen in the (appropriate MACPA publication)?

YES	14,395	82.4%
NO	3,074	17.6%

4. How long do you keep the (appropriate MACPA publication) before discarding it?

53%	1-2 Days
16%	3-4 Days
11%	5-6 Days
20%	1 Week or More

5. Please select the category that best describes your age.

Reader	
Demographics	
01%	18 - 20
04%	21 - 24
18%	25 - 34
26%	35 - 44
26%	45 - 54
16%	55 - 64
08%	65 - 74
01%	75 years or older



6. What category best describes your combined annual household income for last year?

Reader

Demographics

- 16% Under \$25,000
- 33% \$25,001 - \$49,999
- 24% \$50,000 - \$74,999
- 15% \$75,000 - \$99,999
- 10% \$100,000 - \$149,999
- 02% Over \$150,000

7. What is the highest level of education you have obtained?

Reader

Demographics

- 05% Some High School or Less
- 40% Graduated High School
- 26% Some College
- 23% Graduated College
- 06% Completed Post Graduate

8. Which of the following products or services do you plan to purchase during the next twelve months?

(% = Positive respondents)

- 15% New Automobile
- 13% Used Automobile
- 16% Antiques / Auctions
- 49% Furniture / Home Furnishings
- 24% Major Home Appliance
- 16% Home Computers
- 46% Home Improvements / Supplies
- 31% Television / Electronics
- 17% Carpet / Flooring
- 56% Automobile Accessories (tires, brakes & service)
- 60% Lawn & Garden
- 35% Florist / Gift Shops
- 35% Home Heating / Air Conditioning (service, new equipment)
- 50% Vacations / Travel
- 06% Real Estate
- 76% Men's Apparel
- 90% Women's Apparel
- 54% Children's Apparel
- 04% Boats / Personal Watercraft
- 30% Art & Crafts Supplies
- 27% Childcare
- 38% Education / Classes
- 07% Attorney
- 25% Veterinarian
- 16% Chiropractor
- 19% Financial Planner (Retirement, Investing)
- 54% Tax Advisor / Services
- 26% Health Club / Exercise Class
- 42% Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)
- 04% Weight Loss
- 36% Lawn Care Service (Maintenance & Landscaping)
- 54% Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)
- 52% Pharmacist / Prescription Service
- 25% Cellular Phone New/Update Service
- 75% Dining & Entertainment
- 15% Jewelry
- 11% Wedding Supplies
- 35% Athletic & Sports Equipment

9. What is your most preferred way to receive advertisements, flyers, coupons, or samples?

- 62% In the (appropriate MACPA publication)
- 20% Mail
- 01% On your door
- 17% In store
- 01% At an event



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